

CHHATTISGARH STATE GOVERNMENT

CONTENT CREATOR AWARDS 2026

REEL. ENGAGE. GET NOMINATED.

Participant Guidelines & Content Creation Brief

Read this document carefully before beginning your registration. Your registration is completed only after you create and publish the required Instagram Reel and submit its public link.

1. YOUR CHALLENGE

The Chhattisgarh State Government Content Creator Awards 2026 gives creators an opportunity to showcase storytelling, creativity and Reel-making skills through original Instagram content based on the schemes, initiatives, development, achievements, people, culture and future of Chhattisgarh.

Your task is simple:

- Choose ONE category from the 25 approved categories.
- Choose ONE of the TWO scheme / initiative options available under that category.
- Create ONE original Instagram Reel specifically about the selected scheme / initiative.
- Publish the Reel on your own Instagram account as a regular/public Reel.
- Submit the public Reel URL during registration.
- Build genuine organic audience engagement.
- Compete for nomination to the next round through the official evaluation process.

There is no limit on how many participants may choose the same category or the same scheme / initiative.

2. THE REGISTRATION FORMULA

25 Categories → Choose 1 Category → Choose 1 of 2 Scheme/Initiative Options → Create 1 Reel → Publish on Instagram → Submit Reel URL → Complete Registration

3. CHOOSE YOUR CATEGORY

You may select any ONE of the 25 categories. The category is your broad storytelling area.

There is no topic-wise quota, cap or allocation. Thousands of participants may select the same category or scheme. Your selection does not reserve the subject for you and does not guarantee nomination.

4. YOUR SPECIFIC REEL ASSIGNMENT

After you select a category, you will be shown TWO scheme / initiative options. You must select exactly ONE.

The selected scheme / initiative becomes the specific subject of your Reel.

Important: A Reel about only the broad category is not sufficient. Your Reel must clearly and meaningfully be about the scheme / initiative you selected.

5. THE 25 CATEGORIES & YOUR TWO OPTIONS

Category	Option A	Option B	Reel Task
01. PM Awas Yojana	Pradhan Mantri Awas Yojana –	Pradhan Mantri Awas Yojana –	Show how access to a

	Gramin (PMAY-G)	Urban (PMAY-U)	permanent home changes a family's life. Build the story around a real beneficiary, household or transformation.
02. Mahtari Vandan & Women's Empowerment	Mahtari Vandan Yojana	Rani Durgavati Yojana	Tell a woman/girl-centred story about financial security, dignity, opportunity or the future.
03. Farmers & Agricultural Development	Krishak Unnati Yojana	Pradhan Mantri Fasal Bima Yojana	Show the real-life impact of agricultural support, risk protection or improved farm security through one farmer's story.
04. Paddy Procurement & Farmer Welfare	Dhan Kharidi Suvidha	Krishak Unnati Yojana	Follow a farmer's journey from paddy field to procurement/support and show what it means for the family.
05. Tribal Development	PM JANMAN	Dharti Aba Tribal Village Upliftment Campaign	Show a visible development change through a tribal family, village, youth or woman.
06. PM JANMAN & Last-Mile Tribal Development	PM JANMAN	Niyad Nellanar	Show one community-level change and what access to government support looks like on the ground.
07. Dharti Aba & Tribal Village Transformation	Dharti Aba Tribal Village Upliftment Campaign	PM Janjatiya Vikas Mission (PMJVM) / Van Dhan Vikas Kendra	Connect tribal village development with opportunity, dignity, livelihoods or visible community transformation.
08. School Education	Samagra Shiksha	Swami Vivekananda Excellent Schools	Show a concrete change in learning, infrastructure or opportunity through one school, student or teacher.
09. Swami Vivekananda Excellent Schools	Swami Vivekananda Excellent Schools	PM SHRI Schools	Create a school-transformation story focused on one visible improvement and the student/teacher experience behind it.
10. Skill Development & Employment	Mukhyamantri Kaushal Vikas Yojana	Mukhyamantri Startup & NIPUN Mission	Show how training, skills, entrepreneurship or job-readiness can change a young person's trajectory.
11. Higher & Technical Education	Mukhyamantri Shiksha Sahayog Yojana	CG ACE – Assistance for CG Competitive Examinations	Show how the selected initiative helps remove a barrier to higher education or competitive preparation.
12. Healthcare & Medical Infrastructure	National Health Mission (NHM)	Ayushman Bharat / PM-JAY	Make healthcare access tangible through a patient, healthcare worker, facility or service journey.
13. Drinking Water & Jal Jeevan	Jal Jeevan Mission	Swachh Bharat Mission – Gramin	Show how water, sanitation or basic household services change everyday life.
14. Roads, Bridges & Connectivity	Pradhan Mantri Gram Sadak Yojana (PMGSY)	Mukhyamantri Durgami Sadak Sampark Yojana	Show what became possible because road or connectivity access improved.
15. Energy & Solar Development	PM Surya Ghar Muft Bijli Yojana	100 MW Rajnandgaon Solar Plant / Solar Development	Show how solar or energy infrastructure is changing households, communities or the state's energy future.
16. Forests, Forest Produce & Environment	Tendu Patta Collection & Incentive Support	Van Dhan Vikas Kendra	Create a livelihood-focused story around a forest-produce collector, value addition, SHG or forest-based enterprise.
17. Bastar Development	Niyad Nellanar	Bastar Olympics	Tell a contemporary Bastar story through development, youth, community participation, livelihoods or visible change.
18. Surguja & Regional Development	Surguja Olympics	Mukhyamantri Infrastructure Mission – Surguja story	Use one person, place, community or infrastructure change as a lens for understanding development in Surguja.
19. Tourism & Natural Destinations	Mukhyamantri Paryatan Vikas Mission	Chhattisgarh Aastha Path (Shaktipeeth Pilgrimage) Yojana	Make a Chhattisgarh destination compelling by connecting place, people, culture, experience and

			local livelihood.
20. Culture, Heritage & Faith	Chhattisgarh Aastha Path (Shaktipeeth Pilgrimage) Yojana	Chhattisgarh Yuva Darshan Yojana	Tell the story of one heritage, faith or cultural experience and why it matters to Chhattisgarh's identity.
21. Sports & Sporting Talent	Mukhyamantri Khel Utkarsh Mission	Krida Protsahan Yojana	Show the journey from sporting talent to opportunity through one athlete, coach, community or facility.
22. Startup, Innovation & AI	Mukhyamantri Startup & NIPUN Mission	Mukhyamantri AI Mission	Show a creator, founder, student or real-world problem where innovation, entrepreneurship or AI creates an opportunity.
23. Industrial Development & Employment	23 New Industrial Parks	Electronics Manufacturing Cluster 2.0	Show how industrial infrastructure can translate into investment, entrepreneurship, jobs or local economic opportunity.
24. Social Security & Inclusion	Social Security Pension Scheme	Sukhad Sahara Yojana / Mukhyamantri Pension Yojana	Create a human-interest story around an eligible citizen and show how social-security support affects dignity and everyday life.
25. Chhattisgarh — Then & Now	Then & Now: Education – choose one documented education intervention	Then & Now: Infrastructure – choose one documented infrastructure intervention	Create a before-and-after story using official evidence. Choose one measurable transformation and tell the human story behind it.

6. CREATE THE REEL

Your Reel should be created specifically for Instagram. The organisers are not prescribing a single format or script.

You may use:

- Human-interest storytelling
- Mini-documentary
- Cinematic storytelling
- Interview-led storytelling
- Before-and-after transformation
- Data-driven storytelling
- First-person narrative
- Explainer format
- Community story
- Experimental creative formats

You are free to decide the protagonist, angle, location, structure, visual language, narration and editing style —provided the Reel remains relevant to your selected scheme / initiative and follows the competition rules.

7. THE GOLDEN RULE

**DON'T JUST EXPLAIN THE TOPIC.
TELL THE STORY BEHIND IT.**

Do not simply repeat what a scheme does. Find the person, place, problem, transformation or opportunity that makes the subject meaningful.

For example, instead of only explaining that a housing scheme provides houses, show what having that home changed for one family. Instead of only saying connectivity improved, show what became possible because a road or connection improved.

8. PUBLISHING REQUIREMENTS

- Create ONE original competition Reel.
- Publish it on your own Instagram account.
- The Reel must be a regular/public Instagram Reel.
- Trial Reels are not permitted.
- The Reel must remain publicly accessible as required by the official competition timeline.
- Submit the public Instagram Reel URL during registration.
- The submitted Reel must be your original competition submission.

9. ORGANIC ENGAGEMENT — IMPORTANT

Audience response is part of the advancement process. Your Reel must therefore compete through authentic, organic distribution and engagement.

STRICTLY PROHIBITED

- Trial Reels
- Instagram paid boosts
- Meta Ads or any paid advertising
- Using the Reel as a sponsored advertisement
- Buying views, likes, comments, shares or saves
- Buying followers to influence performance
- Bots or automated engagement
- Artificial engagement exchanges
- Any other method intended to manipulate competition metrics

WHAT YOU MAY DO

- Share the Reel organically through Instagram Stories.
- Share it organically through WhatsApp, Facebook, Telegram and normal community/personal networks.
- Interact normally with your genuine audience.
- Encourage genuine viewers to watch, comment, share or save the Reel.

The rule is simple: ORGANIC DISTRIBUTION IS ALLOWED. PAID OR ARTIFICIAL MANIPULATION IS NOT.

10. HOW NOMINATION WILL BE DECIDED

The strongest creators will be considered for nomination to the next round through the official combination of:

- Jury Evaluation — creativity, storytelling, execution, originality, accuracy and communication quality.
- Instagram Engagement — authentic audience response under the official methodology.
- Public Voting — public support through the official voting process.

The final weightage, calculation method, verification procedure and advancement thresholds are governed by the official competition rules.

11. WHAT THE JURY WILL LOOK FOR

- Storytelling & Narrative

- Creativity & Originality
- Audience Impact
- Visual Execution
- Research & Factual Accuracy
- Editing & Reel Craft
- Communication Value

12. RESEARCH & FACTUAL ACCURACY

Use the official competition source material as your primary research base wherever applicable. The source set includes Chhattisgarh Budget 2026–27, Chhattisgarh Tab Aur Ab, PM Awas publications and Punyabhoomi Chhattisgarh, among others.

- Use verified scheme names, statistics and programme information.
- Do not invent statistics, beneficiaries, quotations, outcomes or government claims.
- Do not misrepresent the purpose or benefits of a government programme.
- If a claim is not supported by the official material, verify it independently before presenting it as fact.

13. IMPORTANT REGISTRATION CONDITION

Your registration will NOT be complete merely because you have filled in your personal details.

To complete registration, you must:

- Select ONE category.
- Select ONE of the TWO mapped scheme / initiative options.
- Create and publish the required Reel.
- Submit the public Instagram Reel URL.
- Accept all mandatory declarations and official competition rules.

14. PARTICIPANT DECLARATION

Before submitting registration, you will be required to confirm:

- I have selected exactly ONE approved category.
- I understand that there is no limit on how many participants may select the same category or scheme.
- I have created and published an original Instagram Reel on my selected scheme / initiative.
- The submitted Reel is published on my own Instagram account.
- The submitted Reel is a regular Instagram Reel and not a Trial Reel.
- I will not use paid promotion, boosting, advertisements, purchased engagement, bots or artificial engagement.
- I understand that organic sharing is permitted.
- I understand that jury evaluation, Instagram engagement and public voting may determine advancement.
- I understand that selecting a category or scheme does not guarantee nomination.
- I agree to the official competition rules and verification process.

15. BEFORE YOU SUBMIT — QUICK CHECKLIST

- ☐ I selected ONE category.
- ☐ I selected ONE scheme / initiative from the two options shown.
- ☐ My Reel is specifically about the selected scheme / initiative.
- ☐ My Reel is original.

- ☐ My Reel is published on my own Instagram account.
- ☐ It is a regular/public Reel, not a Trial Reel.
- ☐ I have not boosted or advertised the Reel.
- ☐ I have not purchased or artificially generated engagement.
- ☐ I have copied the correct public Reel URL.
- ☐ I have read and accepted the competition rules.

THE TOPIC IS GIVEN TO YOU. THE STORY IS YOURS.

Thousands of creators may choose the same subject. That is not the challenge. The challenge is to tell it in a way that makes people stop scrolling, understand the impact and care.

Choose your category. Choose your scheme. Find your story. Create your Reel. Publish it. Earn your audience. Get nominated.